

INDICATORS AS A COMMUNICATION TOOL

BRIEFING PAPER

**Prepared for the
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PURPOSE:

This item is informational. The purpose of this session is to examine ways that performance indicators are being used as communication tools elsewhere than at WSDOT.

ACTION/OUTCOME:

The Commission will not be required to take any action on this item. This session may provide insight into how to effectively develop and present indicators and result in recommendations to the Commission Benchmark Committee and Gray Notebook Team.

BACKGROUND:

WSDOT has undertaken a major effort to use indicators to create accountability, illustrate project delivery, and communicate with employees, the legislature and the public. We are not alone in this effort. Many organizations, both public and private, use indicators as their primary communication tool. Two recently published publications offer interesting techniques and styles for comparison with WSDOT's *Gray Notebook*.

Representatives from **Northwest Environment Watch** and **Puget Sound Water Quality Action Team** have been invited to share their experience using indicators.

The guest presenters are:

- Scott Redman, Acting Chair of Puget Sound Water Quality Action Team (PSWQAT). PSWQAT recently published *Puget Sound's Health 2002. Status and Trends of Key Indicators of Puget Sound's Health*.
- Alan Durning, President of Northwest Environment Watch (NEW). NEW recently published *This Place on Earth 2002. Measuring What Matters*.

DISCUSSION:

Both organizations will illustrate their points using examples from their publications.

Questions to consider:

- What measures catch your attention?
- What is the publication style and format?
- How effectively do these materials communicate the message?

RECOMMENDATION:

Not applicable.

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